Reengineering the Census Bureau’s Annual Economic Surveys

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Federal Economic Statistics Advisory Committee
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What’s the Motivation?

• Stay relevant!
• Improve efficiency and consistency
• Meet data users needs
• Provide timely, granular, and standardized data
• Improve response rates
Stakeholder Experience

• Communication and stakeholder involvement

• Solicitation of feedback
  ▪ BEA, BLS, FRB, CMS, etc.
  ▪ Within BEA: Regional, International, National teams
  ▪ 408 unique revenue questions that span ARTS, AWTS, ACES, ASM, M3, and SAS
  ▪ 85 asset questions
  ▪ 150 expense questions
Stakeholder Experience (cont.)

• Stakeholder involvement
  o How does the stakeholder use data item?
  o Is this data item *critical* to the stakeholder?
  o If data item is not critical, why and what other source is being used?
  o What stakeholder product is produced using data item?
  o What NAICS level and geographic level is needed?
  o When does the stakeholder need data item?

• Follow-ups
<table>
<thead>
<tr>
<th>Question</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>How does BEA use this data item? Please be specific.</td>
<td></td>
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<tr>
<td>Is it critical to BEA programs/products?</td>
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<tr>
<td>Is the Census the sole data source for this item? Is there an alternative data source BEA uses?</td>
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<tr>
<td>If BEA uses an alternative data source, why is it necessary and what is it?</td>
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<tr>
<td>Are you using the estimate trend or further manipulation of the census value? Is the data used as is, or is it manipulated?</td>
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<tr>
<td>Why is the data manipulated?</td>
<td></td>
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<td>What is the product produced using this data item?</td>
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<tr>
<td>What NAICS level do you need (2-digit, 3-digit, 4-digit, 6-digit, etc.), what geography is needed (national level, state level, etc.)?</td>
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<tr>
<td>Timeframe data item needed? Annually? Month or timeframe?</td>
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Upcoming Challenges

• Feedback channels
  o Cognitive testing
  o Pilot survey results

• Timeseries continuity
  o 2022 and 2023 AIES data collection in first year
  o Program overlaps (2023 SAS and/or 2023 AIES)
  o 2022 Economic Census
Challenges (cont.)

• Industry classification
  • Accuracy of respondent classification
  • Importance to BEA and external users

• Data distribution
  • Flow basis versus all at once

• Data release timing
  o Annual update of GDP
Next Steps

• Pilot survey
  o Review results

• Cognitive testing
  o Respondent education
  o Stakeholder debriefs

• Continued stakeholder engagement